



The Commercial Service, U.S. Embassy, Seoul

## **FREE CATALOG EXHIBIT**

**Seoul Int'l Rehabilitation Equipment Exhibition (SIREX) 2000**

*Convention and Exhibition Center, Seoul, Korea, July 14-17, 2000*

### Overview

The Commercial Service (CS) Korea is sponsoring a business information center at the 9<sup>th</sup> Seoul International Rehabilitation Equipment Exhibition (SIREX) 2000, Convention and Exhibition (COEX) Center, Seoul, Korea, July 14-17, 2000. As the first and only trade show for rehabilitation and home health care products in Korea, SIREX has, for more than 10 years, provided many excellent opportunities for foreign suppliers to introduce quality technologies or products for the physically-challenged or elderly in Korea. At this year's event, [about 120 firms from around the world will exhibit their products, and over 25,000 people, including mainly of local importers, distributors, home healthcare professionals and end-user consumers, will visit the show.](#)

### The U.S. Business Information Center

CS Korea is sponsoring a U.S. Business Information Center at SIREX 2000 to promote U.S. home health care and rehabilitation firms interested in having their products and companies in the Korean market.

CS Korea's commercial specialists will run the U.S. Business Information Center and counsel local importers seeking information on U.S. rehabilitation and home health care products. Our staff will also collect contact information of local parties interested in importing U.S. products to Korea and forward these trade leads to U.S. participants.

[For U.S. firms interested in the Korean market, we invite you to display your product catalogs, promotional literature, posters or a few small-sized samples \*\*FREE OF CHARGE\*\*.](#) We recommend you provide 50 - 100 copies of literature to cover this 4-day show.

### Suitable Products

The following are some products that are suitable for this show:

- Mobility aids for the physically challenged (walking aids, ambulatory training aids, wheelchairs, electric carts)
- Aids to daily living for the physically challenged (Patient assisting products)
- Bed positioning products
- Long-term care supplies
- Hearing/vision/sight aids
- Prosthetic goods
- Rehabilitation and sports machine products
- Recreation, fitness and physical therapy products
- Retirement housing and nursing home supplies

### What to Do for Free Catalog Exhibit

**NO PRIOR REGISTRATION IS REQUIRED.**

[Brochures, posters and samples should arrive at the following address no later than \*\*July 10, 2000\*\*:](#)

U.S. Embassy, The Commercial Service  
82 Sejongro, Chongro-ku  
Seoul 110-050, Korea  
Attention: Young Kim, Senior Commercial Specialist

[Please let us know in advance whether you will participate in order to ensure that space is available for your literature.](#)

Please contact:

Young Kim  
Senior Commercial Specialist  
Phone 82-2-397-4505, Fax 82-2-739-1628

E-mail: [Young.Kim@mail.doc.gov](mailto:Young.Kim@mail.doc.gov)